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INTERIM EVALUATION OF AADAC'S PREVENTION CAMPAIGN

MARCH, 1984

EVALUATIONS DIVISION

INTERIM EVALUATION
OF AADAC'S
PREVENTION CAMPAIGN

Prepared For: The Alberta Alcoholism And Drug Abuse Commission

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EXECUTIVE SUMMARY

Surveys of separate samples of teenagers and their parents were conducted in-home during September 1981 (Wave I) and September 1983 (Wave II) in Alberta (450 teens per wave) and in Manitoba (300 teens per wave). These surveys were conducted to assess the impact of AADAC's prevention campaign relative to its objectives and relative to changes in the comparison province of Manitoba, where the AADAC campaign was not implemented.

Basically, AADAC's campaign was designed to:

- Build awareness for AADAC and the program with mass media messages positively received by teens and parents.
- Influence teenagers' beliefs about selected aspects of growing up.
- Promote more positive attitudes towards drinking.
- Encourage parents to recognize their role in teenage development and teenage drinking.
- Reduce teenage drinking and drug use.

KEY FINDINGS

The results of this initial full fledged evaluation reveal that the AADAC prevention campaign has received high levels of awareness and very positive reactions from Alberta teenagers and parents. Furthermore, there is evidence that the campaign is having a positive influence on teenage drinking, cigarette smoking and marijuana use.

- Almost all of Alberta teens (99%) and most parents (70% of mothers and 60% of fathers) reported being aware of one or more of the elements of the AADAC campaign.

- About half of Alberta teens (48%) and the majority of parents (70% of mothers and 68% of fathers) aware of the campaign thought that it was "an excellent idea".

- The majority of teens (67%) and parents (81% of mothers and 69% of fathers) aware of the campaign reported that it was helpful to them personally.

- About two thirds of Alberta teens (70%) aware of the campaign reported that it had helped them better handle pressures to drink, smoke and use drugs.

The first two years of the AADAC campaign was associated with a number of positive shifts in Alberta which were either unique (they did not occur in the comparison province of Manitoba) or more pronounced than changes in Manitoba, and were consistent with the campaign messages and objectives. Following the first two years of the AADAC campaign:

- More Alberta teens thought that being independent meant being responsible for oneself and others.

- More Alberta teens were aware that friends influence each other and that we often learn how to behave by watching those we admire.

- More Alberta teens reported trying to set good examples for those younger than themselves.

- More Alberta teens thought that hard work and giving up some things (e.g., parties, drinking, etc.) were required to get what they wanted out of life.

- More Alberta teens felt positive about themselves and more felt that they understood themselves.

- More Alberta teens felt that their parents can help them get through their teenage years and more reported being able to talk to their parent about important topics.

- More Alberta mothers reported giving increased privileges (more independence) to their teen for good behaviour.

- Fewer Alberta mothers felt powerless to do anything about teenage drinking and more felt that parents can influence teenage drinking by setting a good example.

- Fewer Alberta teens reported drinking during the past 6 months.

- Among **drinkers:**

  - Drunkenness was less frequent.
  - More teens wanted to drink less.
  - Fewer reported problems with the police as a result of drinking.

- More younger Alberta teens had never had alcoholic beverages and there was a tendency for those who had to have started at an older age.

- Fewer Alberta teens smoked cigarettes and fewer smoke marijuana.

CONCLUSIONS

A number of alternative hypotheses about why these positive changes had occurred in Alberta and not in Manitoba, including changes in the cost of alcoholic beverages, changes in teens' disposable income and family mobility were considered and rejected. It was concluded that the AADAC campaign was influential in achieving the improvements outlined above.

RECOMMENDATIONS

On the basis of this evaluation, the AADAC campaign should be continued; first, because it is having positive effects, and second, because there is still much to accomplish. Now that the campaign has picked up momentum and been positively received by teens and their parents, the next few years will be critical to accomplish a lasting effect on teenage drinking and drug use.

The AADAC campaign is now at a critical stage in its development since:

- Communications have been developed to meet all of the initial communications objectives.

- The campaign has had a positive impact on Alberta teens.

- A new advertising agency has been selected to develop and air new commercials.

It is now important to reassess the communications objectives and strategies to provide guidance for fine-tuning the communications efforts for the next few years.

The AADAC media campaign represents a departure from conventional wisdom which argues for a single message or at least a single focus. Given the complex nature of the topic (teenage drinking and teenage development) the AADAC campaign was developed around a set of objectives dealing with the concepts of responsible independence, modelling, peer influence and successful social interactions.

With a campaign of this nature, the development of specific communications tends to be an organic process where it is often difficult to fully articulate exactly what each commercial is intended to communicate. Since each of the commercials are intended to complement each other the whole campaign forms a kind of gestalt. It is now important to look carefully at the current commercials and to restate the apparent objectives. In any campaign this complex it is revealing to step back from it and summarize its key elements.

The AADAC campaign appears to have two major components: first, it affirms teenagers' aspirations for independence and achievement and second, it illustrates how to fulfill these aspirations.

Affirms Teenage Aspirations

A number of the television commercials affirm teenage aspirations for independence (Winter Camping, Arm Wrestling, Drive In, and Wheels) and a number of the radio spots included the following copy "I'm young, I'm free, I'm special", I'm old enough to fly". The commercials Old Cars, High Jump, Driving Lessons, Ice Boating, Horse and Winter Camping all affirm teenager's aspirations for achievement and mastery over themselves and their environment, along with the copy line "make the most of a good thing, make the most of you."

Furthermore, the AADAC commercials affirm specific common aspirations of teenagers. These include aspirations for doing well in sports (High Jump, Hockey and Wheels), risk-taking (Sky Diving, Winter Camping and Ice Boating), intimacy (Summer of '82 and Drive In), holding down a job (Winter Party) and obtaining possessions (Old Cars and Horse). Clearly, additional commercials could be developed to affirm other common teenage aspirations.

How To Get What You Want

The AADAC commercials stressed five ways to help a teen realize his or her goals.

First, a number of the commercials stress the importance of hard work in order to achieve your goals (Old Cars, Horse, Driving Lesson and High Jump).

Second, teens are encouraged to recognize trade-offs that could compromise their ability to achieve their aspirations (Old Cars, Hockey, Horse, High Jump, and Winter Party). These commercials typically illustrate the trade-off between partying/drinking and the achievement of other aspirations (making this the central message with the greatest implications for teenage drinking). These trade-offs/keeping your priorities straight messages appears to be the major communications theme for undermining the attractiveness of drinking.

Third, teens are encouraged to recognize that peer pressure could lead them astray and prevent them from achieving their aspirations (Horse, High Jump, Winter Party and Drive In). Teens are encouraged to recognize that sometimes they simply have to go it alone in order to achieve their aspirations.

Fourth, teens are encouraged to find peer support for their aspirations and to recognize its value (Old Cars, High Jump, Summer of '82, and Drive In) - in the "We get by with a little help from our friends" theme. Although this may appear on the surface to be contradictory to going it alone, elements of the AADAC campaign assure teens that they will likely gain peer support by well-thought-out independent action (Drive In, High Jump and Hockey). A sub theme illustrated in

the commercial Summer of '82 suggests that a good peer group will also help you clarify your own aspirations.

Finally, teens are encouraged to obtain parental support for their aspirations by avoiding confrontation and by working closely together with their parents (Winter Camping and Ice Boating).

This description of the program is meant to help clarify its current elements, to assist with decisions about what elements of the program should be emphasized in the future and what new elements should be added. Apart from further conceptual analysis of the existing program, two research projects could also help with communications planning.

First, this evaluation research has amassed a substantial data base on teenagers and their parents which could be analyzed in such a way as to provide guidance as to the specific teenage and parent attitudes and beliefs that are most directly linked with teenage drinking. Such analyses could provide useful guidance for subsequent communications development.

Second, although the specific commercials in the AADAC campaign have been pretested during their development, it would be useful to obtain teens' and parents' reactions to the campaign communication elements as a whole. Exposing selected teens and parents to all of the campaign commercials at once would provide further indications of what the current campaign is perceived to be communicating, which messages are most personally relevant to teens and which messages appear to teens to have the greatest implications for drinking and drug use (and what those implications are).

It could be that the biggest issue for teens is lack of well-defined aspirations, which would reduce the relevance of the trade-off theme. It could be that teens typically have fairly well-defined aspirations, recognize the trade-offs that they face, but have difficulty finding ways of saying no to drinking, drug use or parties that they themselves feel interfere with their aspirations. The current Winter Party commercial implies that teens often do feel awkward and have difficulty leaving parties early.

The major choices about drinking that teenagers face concern when to start if at all (onset), how much to drink if any (moderation) and when and where to drink (re insulation from serious negative consequences). New communications could be developed to address these specific topics more directly.

Finally, Wave III evaluation surveys are recommended for September 1985 in order to continue to monitor campaign impact. It is recommended that less relevant research measures be eliminated from the Wave III surveys and that some additional measures be included that relate specifically to the communications that are used during the next 2 years. Indications of the campaign's impact regarding these new measures can be assessed by comparing responses obtained in Alberta with those obtained in Manitoba, in a post-only manner.

BACKGROUND AND PURPOSE

In 1978, AADAC defined its major corporate goal - to encourage individuals in the development of healthy attitudes and behaviours which preclude the abusive use of drugs and alcohol. By the fall of 1981 this corporate goal had been translated into a multi-pronged communications program culminating in the launch of a major media campaign and supporting community interventions targetted at teenagers and their parents.

This research was designed to assess the impact that the first two years of AADAC's five-year preventions campaign had on Alberta teens and their parents relative to:

- AADAC's program objectives.
- Changes in the comparison province of Manitoba.

PROGRAM DESCRIPTION

AADAC's prevention program combined both media and community based elements. The major components included:

1) A pool of 15 30" television commercials with supporting radio, print and poster advertising. These media ran more or less continuously between September 1981 and September 1983. All of the television messages were pre-tested before going on air and post-tested in the field to determine audience awareness and evaluation.

2) A teen magazine, Zoot Capri, published quarterly and widely distributed free of charge.

3) A training seminar on alcohol and drug use for adults working with teenagers.

4) Two teacher's kits for use in secondary schools.

5) Entertaining theatre productions aimed at reinforcing the messages of the media campaign, staged in various settings throughout the province.

6) Local projects developed by teens, and partially funded by AADAC have been promoted throughout the province. The involvement of local community groups was encouraged.

The television messages were designed to be positive in tone and to speak to the middle class values of the majority of the target group. Hard facts and scare tactics were avoided. Instead, the commercials attempted to illustrate real life dilemmas and trade-offs that teens face as they grow up. The media campaign did not try to bring startling, new facts or perceptions to their audience. Rather, the messages were aimed at reinforcing existing attitudes and beliefs and keeping them top-of-mind.

This prevention program was developed and executed with a number of immediate and long term objectives in mind.

Immediate Objectives

AADAC's program was designed to:

1) Build awareness of AADAC and its program among Alberta teenagers and their parents.

2) Air media messages that are positively received by teenagers and their parents and perceived to be helpful.

3) Change teenagers' attitudes and beliefs about peer influence, modelling, successful social interactions and independence.

4) Help teenagers feel more positive about themselves so they will be more likely to avoid harmful activities.

5) Encourage teens to gain their parents' support for and understanding of their strivings for independence.

6) Encourage parents to realize that their behaviour influences their teen through modelling and that it is important to help their teenagers develop their sense of responsible independence.

7) Encourage teenagers to recognize healthy alternatives to drinking when it comes to having a good time or overcoming emotional difficulties.

8) Discourage positive attitudes toward drinking to have a good time or overcome emotional difficulties.

9) Reduce perceived approval for teenage drinking by illustrating that teens don't have to drink or drink heavily to be accepted and respected by their peers.

10) Illustrate how drinking, especially heavy drinking, is incompatible with achieving their worthy objectives, and that it can make it hard for them to make the most of their lives.

LONG TERM OBJECTIVES

The truly ultimate objective is more healthy adults with lifestyles characterized by less abuse of alcohol and other drugs. Positive indications that such lifestyles are beginning to emerge among teenagers are thought to include one or more of the following outcomes:

1) Later onset of drinking.

2) Less drinking, in terms of incidence, frequency and quantity.

3) Less frequent drinking in situations likely to lead to serious, lasting consequences.

4) Lower use of tobacco, marijuana and other health compromising drugs.

These and related changes in teenage behaviour constitute AADAC's long term objectives.

RESEARCH METHOD

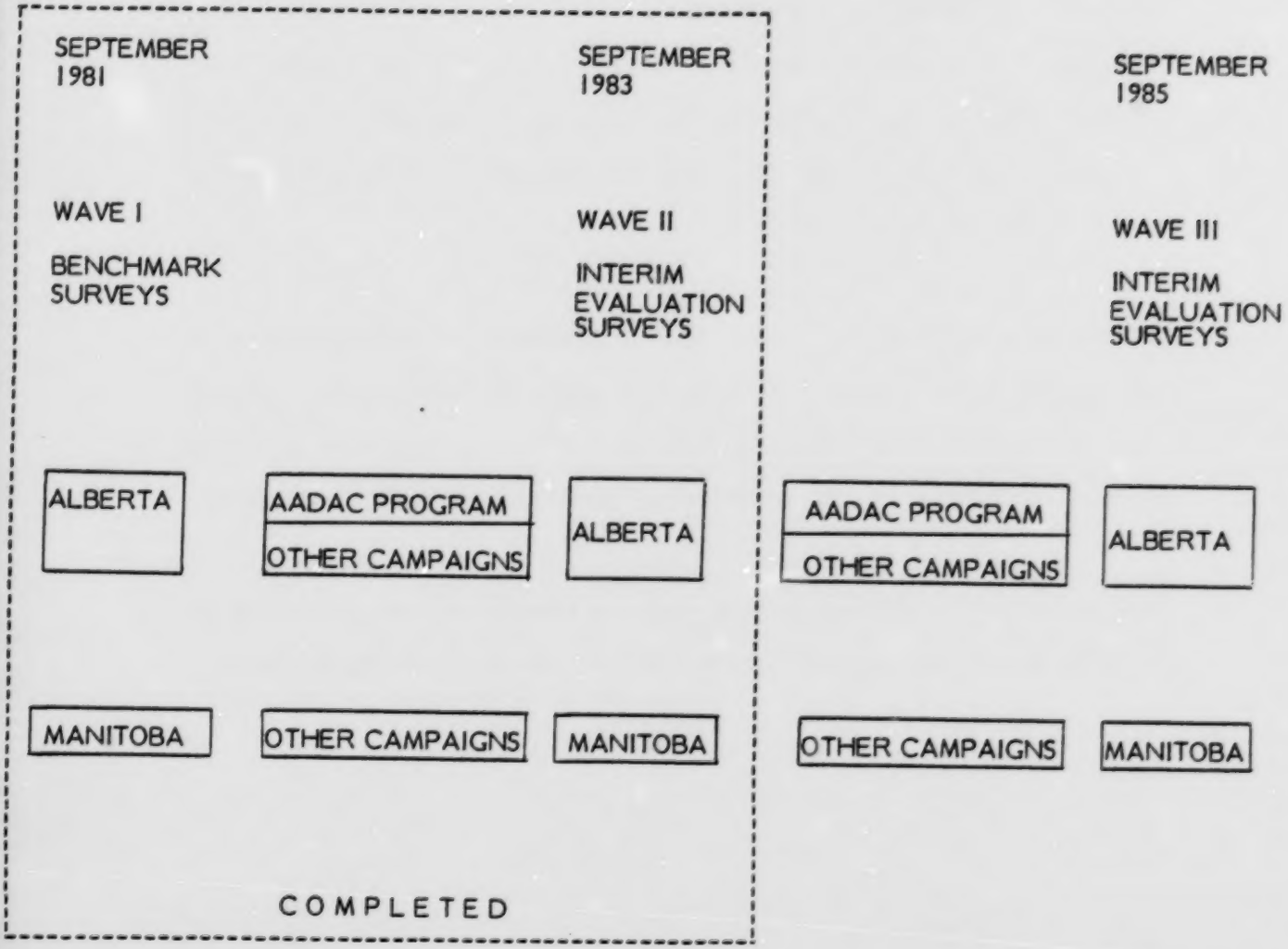
The AADAC campaign was conducted in the context of other health promotion campaigns sponsored by organizations like the Federal government, Participaction, religious groups (e.g., Mormon Church), and "health food" manufacturers. To help "control" for the effects of such national promotions as well as other sources of influence, evaluation measures were collected at the same points in time in both Alberta and in Manitoba.

Detailed in-home interviews were conducted with Alberta and Manitoba teens and their parents before the AADAC campaigns began (September, 1981) and two years later (September, 1983). As shown in Figure 1, a third wave of survey research is anticipated in 1985, as part of the ongoing evaluation of the campaign.

Separate samples of teens and parents were interviewed in Waves I and II in order to test for changes among <u>all</u> Alberta and Manitoba teens and parents over time.

FIGURE 1

EVALUATION DESIGN



SAMPLING

Approximately 450 Alberta teens and their mothers and 300 Manitoba teens and their mothers were interviewed in 1981 and 1983. Convenience samples of fathers were also obtained. That is, interviews with fathers were conducted at the same time that interviews were conducted with teenagers and their mothers, if the fathers were available and compliant.

	NUMBER OF INTERVIEWS	
	1981	1983
ALBERTA:		
Teens	451	456
Mothers	451	456
Fathers	182	185
MANITOBA:		
Teens	299	310
Mothers	299	310
Fathers	83	104

Approximately equal number of boys and girls in three age groups (12-13, 14-15, and 16-17) were interviewed in 8 urban centres throughout Alberta and Manitoba. (see Tables 1 & 2)

TABLE I

DEMOGRAPHIC PROFILES OF TEENAGERS

	NUMBER		PERCENT	
	'81	'83	'81	'83
ALBERTA:				
Boys	220	225	100	100
12-13	69	74	31	33
14-15	74	75	34	33
16-17	77	76	35	34
Girls	231	231	100	100
12-13	77	80	33	35
14-15	78	73	34	31
16-17	76	78	33	34
MANITOBA:				
Boys	143	156	100	100
12-13	48	52	34	33
14-15	47	53	33	34
16-17	48	51	34	33
Girls	156	154	100	100
12-13	49	49	31	32
14-15	53	54	34	35
16-17	54	51	35	33

TABLE 2

INTERVIEWS BY LOCATION

	NUMBER		PERCENT	
	'81	'83	'81	'83
ALBERTA:	451	456	100	100
Edmonton	156	149	35	33
Calgary	150	158	33	35
Red Deer	69	69	15	15
Lethbridge	49	50	11	11
Grand Prairie	27	30	6	6
MANITOBA:	299	310	100	100
Winnipeg	217	203	73	65
Brandon	46	71	15	23
Portage La Prairie	36	36	12	12

PROCEDURE

The in-depth, in-home interviews involved a combination of personal interview and self-completion questionnaires, designed to collect a wealth of information on teenage and parental opinions and behaviour.

To ensure anonymity, respondents' names were not recorded anywhere on the questionnaires. As the various sections of the questionnaires were completed they were placed into a locked "ballot box" (the interviewer did not know the combination). In this way, the parents and teens had no opportunity to see each others' answers. Furthermore, sensitive questions about drug and alcohol use were handled in a self-completion manner and then immediately stored in the "ballot box". A dual coding system was used to positively match questionnaire sections.

All interviews were conducted by trained interviewers who were provided with detailed instructions and practice questionnaires. A minimum of 15% of the interviews were verified by telephone.

The same core set of questions were collected in each province during Waves I and II. The study obtained the following measures in the following order:

Teens

- Respondents age, grade, scholastic standing and siblings.

- 46 attitudes and beliefs about peer influence, modelling, social interactions and independence.

- Living arrangements, paid work outside the home, amount of weekly spending money.

- Self-reported perception of their own popularity and characteristics of their peer group.

- Internal/external control scale.

- Perceived self and parental caring and understanding.

- Perceived positive and negative consequences of and attitudes toward drinking.

- Attitudes toward and knowledge of alternatives to drinking.

- Perceived parental and peer approval for drinking.

- Respondents experience with drinking (ever, likelihood, reason why).

- Among drinkers during past 6 months, age of onset, frequency and average quantity with parents and without parents, alcoholic beverage preference, frequency of drinking in selected settings, frequency of drunkenness, problem consequences of drinking (open-end and probed) and desire to reduce drinking.

- Among all teens, personal use of cigarettes, marijuana, hallucinogens, amphetamines, barbiturates, cocaine and heroin.

- Frequency of deviant behaviours.

- Awareness and recall of pro-health and pro-social messages (unaided awareness of AADAC campaign).

- Awareness and recall of AADAC themes.

- Evaluation and perceived helpfulness of the AADAC campaign (open-ended and probed).

- Awareness and evaluation of the teen magazine, ZOOT CAPRI.

PARENTS

- Degree of importance placed on selected aspects of their teens' behaviour.

- Attitudes and beliefs about raising teenagers.

- Frequency of using different types of praise.

- Frequency of using different types of punishment.

- Degree of communication with their teen.

- Perceived self and teenager caring and understanding.

- Frequency and quantity of their own drinking.

- Attitudes toward teenage drinking and parents' role in teenage drinking.

- Awareness, recall and evaluation of the AADAC campaign and the Z00T CAPRI magazine (questions that parallel the teen survey).

- Respondent and household demographics.

The campaign awareness measures were included only on the Wave II surveys.

MAIN FINDINGS

The Main Findings section has been divided into the following main chapters:

I) Awareness of and reactions to the AADAC media campaign

II) Campaign impact on attitudes and beliefs

III) Changes in drinking and drug use

IV) Why have these positive changes occurred?

Before describing the main findings of this report, a number of introductory comments are in order. First, the AADAC campaign is complex from a communications point of view. The campaign involves no less than fifteen thirty-second television commercials along with supporting radio spots. Nominally, the communications have been developed around four specific issues: responsible independence, peer influence, successful social interaction, and the modelling process. However, the actual communications include a host of messages, each aired at different media weights. For example, the five radio commercials dealing with the topic of independence included messages that touched on resisting peer pressure, peer influence, what constitutes positive social interaction, the importance of recognizing trade-offs and setting priorities, that a person has to work hard in order to get what they want, as well as messages about the possible negative consequences of drinking and messages about not driving after drinking.

The campaign implicitly assumes that it is important to convey the same message in a variety of ways and that it is also important to touch on a number of different topics in order to strike responsive chords in different teenagers and their parents. That is, the campaign assumes that the population of teens and their parents is highly segmented in terms of needs and interests and that there is no single "hot button" that will positively influence alcohol and drug use.

Because of the complexity of the communications it was difficult to identify the specific effects of any specific element of the campaign. This evaluation was designed to measure the global effects of the campaign as a whole.

Experience indicates that tracking research items written specifically to the communications copy provide the most sensitive and powerful tools for detecting attitude and perception shifts that result from a media campaign. Since many of the communications messages had not been finalized before the developement of the questionnaire for this evaluation, it was necessary to construct questionnaire items from the communications objectives outline. As a result some of the questionnaire items did not correspond closely with the communications messages. However, the large number of measures included in this evaluation provide an adequate reading of the campaign impact.

NOMENCLATURE

For the most part the tables included in this report highlight comparisons between the survey results collected in 1981 and 1983 in Alberta and in Manitoba. Where significant shifts occurred between 1981 and 1983, at the 90% confidence level (alpha less than .10) the larger percentage or mean score has been printed in **bold face and highlighted with a** □. In addition, a single asterisk was used if the difference occurred at the 95% confidence level and a double askterisk was used if the difference was significant at the 99% confidence level.

CHAPTER I:

AWARENESS OF AND REACTIONS TO THE AADAC MEDIA CAMPAIGN

Gaining awareness is a prerequisite of success in any media campaign. Measuring the level of awareness of the AADAC campaign presented some unique challenges given that the campaign ran in the context of other health promotion campaigns that might easily be confused with one other.

Furthermore, since the AADAC campaign consisted of a large variety of elements (T.V. and radio commercials, ZOOT CAPRI, theatre productions, etc.), it was necessary to focus the research on a limited number of the elements in order to keep the questionnaire to a manageable length. The television and radio commercials and ZOOT CAPRI were selected since they represented the most visible elements of the campaign.

The various AADAC television and radio commercials were aimed primarily at teenagers and designed among other things to encourage them to:

- Be more positive about themselves.
- Avoid doing things they didn't want to do.
- Live more healthy lifestyles.
- Resist negative peer pressure.
- Live the way they want.
- Talk to friends about their feelings about drinking and drugs.
- Take charge of their own lives.
- Better handle pressures to drink, smoke and use drugs.

In order to obtain a relatively unaided measure of campaign awareness (without mentioning the sponsor, AADAC, or describing specific commercials), and to determine the extent to which the campaign has been successful in communicating the above messages, teenagers were asked the following question and then asked to describe the messages that they reported being aware of:

29a) Most advertising you see on TV or hear on the radio encourages you to buy one product or another. However, in the past year or two, have you seen any TV ads or heard any radio commercials that . . . **(FIRST STATEMENT)** Do you remember hearing or seeing messages that . . . **(EACH REMAINING STATEMENT)**

ROTATE ORDER	YES	NO/DK
Encouraged you to be more positive about yourself	1	2
Encouraged you to avoid things that you didn't want to do	1	2
Encouraged you to live a more healthy lifestyle	1	2
Encouraged you to resist negative pressures from some of your friends	1	2
Encouraged you to live the way you want to live	1	2
Encouraged you to talk to your friends about your feelings about drinking and drugs	1	2
Encouraged you to talk to your parents more	1	2
Encouraged you to take charge of your own life	1	2
Encouraged you to better handle pressures to drink, smoke or use drugs	1	2

Likewise, parents were asked if they had seen or heard advertising that "encouraged teenagers to" behave in the manners described above, and then they were asked to describe these advertisements.

As shown in Table 3, the AADAC campaign successfully communicated a variety of messages to a much greater extent than other campaigns that were running concurrently. From 60-75% of all Alberta teens reported being aware of each commercial message that encouraged them to act in the ways described in Question 29a) - about twice as many as in Manitoba. The only exception concerned messages about "healthy lifestyles", which also had a high level of awareness in Manitoba. Alberta parents were also more aware of these messages than were Manitoba parents.

Those reporting to be aware of one or more commercials conveying the messages considered in Question 29a were asked to describe these commercials. This question provided a totally unprompted measure of AADAC campaign awareness.

As shown in Table 4 most Manitoba residents attributed these messages to sponsors other than AADAC. A few mentioned AADAC as the sponsor; perhaps they had visited Alberta during the past two years.

In Alberta 72% of teens either mentioned AADAC by name as the sponsor or they described a specific AADAC commercial, while 40% specifically mentioned commercials by other sponsors. These totally unprompted mentions of AADAC were also provided by 52% of Alberta mothers and 40% of Alberta fathers. These findings indicate high levels of awareness of the AADAC campaign, especially among the primary target group, teenagers.

TABLE 3

AWARE OF COMMERCIALS THAT ENCOURAGE TEENAGERS TO:

	TEENS		MOTHERS		FATHERS	
	Alta. (456) %	Man. (310) %	Alta. (456) %	Man. (310) %	Alta. (185) %	Man. (104) %
Live a more healthy lifestyle	82**	73	73**	57	70	63
Be more positive about yourself	75**	36	63**	33	56**	38
Resist negative pressures from your friends	75**	30	62**	33	59	35
Avoid things you don't want to do	74**	41	58**	28	52*	32
Handle pressures to drink, smoke or use drugs	68**	36	60**	39	52	43
Talk to your parents more	65**	37	50**	34	44	36
Live the way you want to live	64**	33	38**	18	39*	27
Take charge of your own life	64**	25	44**	21	42*	27
Talk to your friends about your feelings about drinking and drugs	62**	37	50**	34	47	39
None	3	17**	18	34**	20	22

TABLE 4

UNPROMPTED RECALL OF SPONSOR OF AADAC-RELATED MESSAGES - AMONG THOSE AWARE OF ANY -

	ALBERTA			MANITOBA		
	TEENS (441) %	MOTHERS (375) %	FATHERS (148) %	TEENS (257) %	MOTHERS (206) %	FATHERS (81) %
Recall of AADAC Name/Commercial	72	52	40	2	3	1
Non AADAC Recall (net)	40	56	66	86	90	91
- Participaction	10	8	10	24	17	14
- Stay Real/Fed. Gov't	7	5	7	4	7	5
- Religious Groups	5	17	14	13	24	26
- Associations/Foundations	3	3	3	16	12	12
- Alcoholics Anonymous	1	2	1	10	6	3
- Healthy Food	4	1	3	7	4	3
- Labatts/Molsons	2	2	4	6	3	7
- Milk	1	4	3	4	7	1
- Other	16	26	37	32	40	41

A further indication of the high level of awareness of the AADAC campaign in Alberta was provided by asking respondents whether or not they recalled hearing the following TV or radio messages -- themes used in the AADAC commercials:

> "make the most of a good thing, make the most of you"
>
> "you're the person someone else wants to be"
>
> "we'll get by with a little help from our friends"
>
> "teach your children well"
>
> "Just because your kids hav started to challenge you doesn't mean they've stopped loving you . . . or needing you".

As shown in Table 5, almost all Alberta teens and the majority of Alberta parents were aware of one or more of the AADAC themes, a finding consistent with other research[1].

Among the teenagers, almost all had heard the two AADAC themes that received the highest media weight.

[1] AADAC Tracking Study, June, 1983. Heffring Research Group Ltd.

TABLE 5

AWARENESS OF DIFFERENT SLOGANS
- IN PAST YEAR -

	ALBERTA		
	TEENS (456) %	MOTHERS (456) %	FATHERS (185) %
Aware of one or more	99**	70	60
Aware of:			
"Make the most of a good thing, make the most of you"[1]	97**	56	43
"We'll get by with a little help from our friends"[1]	86**	45	30
"Teach your children well"	38**	36**	24
"You're the person someone else wants to be"	29**	19	18
"Just because your kids have started to challenge you doesn't mean they've stopped loving you . . . or needing you"	N/A	40	39
None	1	30	40

[1] Messages with the highest media weight.

VALUE RATING OF AADAC COMMERCIALS

The respondents who were aware of at least one AADAC commercial theme were asked how good an idea they felt it was to have these types of commercials on T.V. or radio.

Alberta parents supported the idea with even more enthusiasm than did their teenagers. Almost 80% of mothers and 70% of fathers aware of the AADAC commercials felt it was an **excellent idea,** versus 48% of teens (see Table 6). However, a further 43% of teens felt it was a **good idea,** resulting in a total of 91% of Alberta teens giving the commercial a positive rating.

The primary reasons given by teenagers for their positive ratings of the AADAC commercials were as follows:

Encourages self-confidence/helps resist peer pressure	17%
Makes parents/teens think about alcohol/Drugs	17%
Kids might learn from them/gets message across	13%
Don't drink/Take drugs	9%
Positive messages	7%
Show alternatives to alcohol/drugs	5%

TABLE 6

VALUE RATING OF AADAC COMMERCIALS - AMONG THOSE AWARE OF AADAC THEMES -

	ALBERTA - 1983		
	TEENS (451) %	MOTHERS (319) %	FATHERS (111) %
Excellent Idea	48	78**	68**
Good Idea	43	16	23
Fair Idea	6	3	4
Poor Idea	2	1	1
Don't Know	1	2	4

The primary reasons given by parents for their positive ratings of the AADAC commercials were as follows:

	MOTHERS (319) %	FATHERS (111) %
Positive messages/Children need reassurance/encouragement	21	23
Children/people are influenced by TV	20	10
Makes parents/teens think about alcohol/drugs	11	8
Provides outside advice/some kids don't talk to their parents	11	10

PERCEIVED HELPFULNESS OF AADAC COMMERCIALS

Teenagers were asked how helpful they felt the AADAC messages had been to them personally, and parents were asked how helpful the messages were to them as parents of a teenager. (Table 7)

The majority of Alberta teens and parents reported that the AADAC messages had been **somewhat helpful** to them personally. A quarter of mothers, slightly fewer fathers and significantly fewer teens (13%) felt that the messages were **very helpful.**

TABLE 7

HELPFULNESS OF AADAC COMMERCIALS
- AMONG THOSE AWARE OF AADAC THEMES -

	ALBERTA - 1983		
	TEENS (451) %	MOTHERS (319) %	FATHERS (111) %
Very Helpful	13	25**	17
Somewhat Helpful	54	56	52
Very + Somewhat Helpful	67	81	69
Not Very Helpful	19	6	12
Not At All Helpful	12	4	2
Don't Know	2	8	17

The primary reasons given by the 304 teenagers who found the commercials helpful were as follows:

Makes kids/parents think about problems of alcohol and drug use	19%
Shows importance of peer pressure/helps handle friends	16%
Don't drink/Take drugs	11%
Gives examples for living	10%
Gives positive messages/encouragement	8%

The primary reasons given by the 137 Alberta teenagers who did not find the AADAC commercials helpful were lack of relevance (have never had problems/don't need help/already think or act that way - 54%) and that the commercials provided no new information (10%).

The primary reasons given by parents who found the commercials helpful were as follows:

	MOTHERS (260) %	FATHERS
Outside advice reinforces parents' views	16	13
Felt supported	11	12
Reminds kids/parents about alcohol and drug problems	9	16
Helps initiate discussions	7	7
Gives positive messages/encouragement	7	1
Shows teenagers need understanding/ attention/trust/encouragement	7	8

Few parents felt that the messages were not helpful.

Further information on the perceived helpfulness of the AADAC campaign was obtained asking both teenagers and their parents how helpful they felt the messages had been to them personally in a number of specific ways. Parents were asked if the messages had helped them talk to their teen about the topics covered in Question 29a) and teenagers were asked if the messages had helped them personally. They were each asked to indicate whether the messages had helped "a lot", "a little" or "not at all".

On every applicable measure a majority of teenagers and parents felt the messages had helped them, either **a little** or **a lot** (see Table 8). Fully 86% of teens felt the messages had helped them be more positive about themselves. A further three-quarter majority felt they had been able to live a healthier lifestyle, resist negative peer pressure, live the way they wanted to live, and avoid things they didn't want to do as a result of the campaign messages.

A large majority of Alberta parents felt that the messages had helped them to talk to their teenagers about growing up in general, handling negative peer pressure, living a healthier lifestyle and being more positive about themselves.

TABLE 8

HELPFULNESS OF AADAC COMMERCIALS ON VARIOUS ASPECTS - AMONG THOSE AWARE OF AADAC THEMES -

	ALBERTA		
	TEENS (451) %	MOTHERS (319) %	FATHERS (111) %
The messages helped me:			
• Be more positive about myself	86		
• Talk to my teenager about being more positive about him/herself		71	63
• Live a more healthy lifestyle	76		
• Talk to my teenager about living a healthier lifestyle		72	65
• Avoid things I didn't want to do	75		
• Talk to my teenager about avoiding things he/she didn't want to do		68	58
• Resist negative pressures from my friends	75		
• Talk to my teenager about resisting negative pressure from his/her friends		73	69
• Live the way I want to live	75	N/A	N/A
• Take charge of my own life	72		
• Talk to my teenager about taking charge of his/her life		68	59
• Handle pressures to drink, smoke or use drugs	70		
• Talk to my teenager about how to handle pressure to drink, smoke or use drugs		69	67
• Talk to my parents more	65	N/A	N/A
• Talk to friends about drinking and drugs	59	N/A	N/A
• Talk to my teenager about growing up, in general	N/A	73	67

READERSHIP AND REACTION TO ZOOT CAPRI

As Table 9 shows, about one-third of teenagers and one-tenth of parents reported having read the teen magazine "Zoot Capri". It would appear that distribution of the magazine was limited in Calgary. Only 17% of Calgary teens reported having read Zoot Capri in comparison with 44% of teens living elsewhere in the province.

Among the respondents who had read Zoot Capri, more mothers (38%) than teens (20%) or fathers (29%) thought the magazine was an excellent idea.

More Alberta mothers rated Zoot Capri as "helpful" than their teenagers or spouses, with 69% reporting that they felt the magazine was very or somewhat helpful to them as the parent of a teenager. Less than half of teenagers (47%) and fathers (43%) felt that Zoot Capri was helpful, while a quarter of both groups reported that it was not at all helpful.

TABLE 9

READERSHIP OF ZOOT CAPRI

	ALBERTA		
	TEENS (456) %	MOTHERS (456) %	FATHERS (185) %
Have Read	[35] **	13	11

VALUE RATING OF ZOOT CAPRI - AMONG THOSE WHO HAVE READ IT -

	ALBERTA		
	TEENS (158) %	MOTHERS (61) %	FATHERS (21) %
Excellent Idea	20 > 71	[38] * > 82	29 > 72
Good Idea	51	44	43
Fair Idea	21	15	19
Poor Idea	4	3	5
Don't Know	4	-	5

HELPFULNESS OF ZOOT CAPRI - AMONG THOSE WHO HAVE READ IT -

	ALBERTA		
	TEENS (158) %	MOTHERS (61) %	FATHERS (21) %
Very Helpful	8 > 47	13 > [69] **	14 > 43
Somewhat Helpful	39	56	29
Not Very Helpful	26	13	14
Not At All Helpful	25	11	24
Don't Know	4	7	19

CHAPTER II:

CAMPAIGN IMPACT ON ATTITUDES AND BELIEFS

As in the 1981 benchmark survey, teenagers were asked to respond to a series of agree/disagree statements that were developed around AADAC's communications objectives. In the end, only some of these statements related directly to the actual communications messages used in the AADAC radio and television commercials.

The following set of tables document shifts in attitudes and beliefs between 1981 and 1983 among Alberta and Manitoba teens. A few items have been removed from this analysis (see Appendix B) since they were either redundant with other items or unrelated to the eventual communications messages.

In each survey teens could agree a lot, agree a little, disagree a little or disagree a lot with each of the statements. The percent of teens giving only one of these responses have been included in the following tables in order to simplify the results and highlight changes over time, or lack thereof. Furthermore, the statements have been clustered according to topic.

TEENS OPINIONS ON INDEPENDENCE

As shown in Table 10, the first three items showed no significant shifts between 1981 and 1983 in Alberta or Manitoba. These statements were only peripherally related to the AADAC campaign (i.e. they were not addressed specifically in the television or radio commercials).

In 1983 more Alberta teens agreed a lot with the statement that "being independent means being responsible for myself and others", while no similar shift occurred in Manitoba. This idea was stressed in the two AADAC commercials, 'Driving Lesson' and 'Winter Camping'.

The AADAC commercials, 'Wheels', 'Horse', 'High Jump' and 'Drive In' each stressed the idea that sometimes it is important for teens to make decisions that their friends might not initially approve of. A positive shift in line with these communications was observed in Alberta on the statement "sometimes I make decisions that my friends don't approve of". However, a similar shift also occurred in Manitoba (Table 10).

TABLE 10

TEEN'S OPINIONS OF INDEPENDENCE

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
A big part of growing up is learning how to do things well on my own.				
AGREE A LOT	73	73	70	65
Freedom has to be earned.				
AGREE A LOT	53	56	48	53
Teens my age should be encouraged to make the most of their decisions.				
AGREE A LOT	35	32	42	39
Being independent means being responsible for myself and others.				
AGREE A LOT	59	66*	54	57
Sometimes I make decisions that my friends don't approve of.				
AGREE A LOT	36	42	29	37

TEENS' OPINIONS ABOUT PEER RELATIONS/INFLUENCE

The first three items in Table 11 were not directly related to the AADAC campaign messages, while the last four were. That peer respect could be gained from personal initiative was implied in the AADAC commercials 'High Jump', 'Wheels' and 'Drive In'. Although there was a tendency for more Alberta teens to agree with the statement "My friends respect me more when I do things on my own" the difference was not significant.

The influence that friends exert over each other was stressed in the AADAC commercials 'Drive In', 'Summer of '82' and 'High Jump'. There was a unique positive shift among Alberta teens toward greater recognition of peer influence (Items 5 and 6 on Table 11).

The positive shift among Alberta teens in discussing things with others before making important decisions may reflect the implicit message in the commercials 'Summer of '82' and 'Winter Camping' and also the theme "We get by with a little help from our friends" (last item on Table 11).

TABLE 11

TEEN'S OPINIONS OF PEER RELATIONS/INFLUENCE

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
Sometimes, even the best of my friends disagree.				
AGREE [1]	95	96	96	95
Most people my age don't ever disagree with their friends.				
DISAGREE A LOT	47	43	39	45
Whatever my friends want to do is okay with me.				
DISAGREE A LOT	20	21	12	19 *
My friends respect me more when I do things on my own.				
AGREE A LOT	21	25	20	21
How I behave often depends on which friend I am with.				
AGREE [1]	58	64	67 *	59
What my friends do depends partially on me.				
AGREE [1]	54	62*	56	56
I usually discuss things with others before making important decisions.				
AGREE A LOT	45	53*	47	43

[1] Includes Agree A Lot and Agree Somewhat

TEENS' OPINIONS ON MODELLING

The commercial 'Bikes' and a number of the radio spots were aimed at increasing teenagers' understanding of the modelling process and recognition that they serve as a model for younger teens. The two statements shown in Table 12 which relate most directly to these AADAC messages showed unique positive shifts among Alberta teens in comparison with Manitoba teens.

TABLE 12

TEEN'S OPINIONS ON MODELLING

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
The only way to really learn is from my own experiences.				
AGREE A LOT	48	46	46	51
Often you can avoid making bad mistakes by watching what happens to others.				
AGREE A LOT	45	50	48	52
We often learn how to behave by watching those we admire.				
AGREE A LOT	30	36	32	25*
I try to set good examples for those younger than myself.				
AGREE A LOT	44	51	47	43

TEENS' OPINIONS ABOUT ACHIEVEMENT

Although a number of the AADAC commercials stressed the joy of achieving something challenging ('Old Cars', 'Horse', 'Winter Camping' and 'High Jump') no positive shifts on items relating to these themes were apparent in the results. This may be due in part to ceiling effects; almost all teenagers in both provinces agreed that "it feels great to succeed at something challenging".

That "life's too short to waste time just hanging around" and that "there are very few things a person can't do if they put their mind to it" were messages touched on only briefly in the Skydiving commercial and in a number of radio commercials. No significant shifts occurred on these items in Alberta. However, there was a unique positive shift among Alberta teens in their sense of control over their outcomes. Means on the internals/external control scale increased from 23.5 to 23.8 in Alberta in comparison with 23.1 and 23.0 in Manitoba (81 versus 83, respectively).

'Old Cars', 'Horse', 'High Jump' and 'Winter Camping' commercials all stressed the idea that it takes a fair amount of hard work and planning to get what you want out of life. The impact of these messages were reflected in positive shifts on the item "to get what you want out of life you really have to work hard". Given a similar shift in Manitoba, it is tempting to conclude that the current economic difficulties are also contributing to a change in this attitude.

The idea of having to make trade-offs was stressed in a large number of the AADAC commercials including: 'Wheels', 'Winter Party', 'High Jump', 'Hockey', 'Horse',and 'Old Cars'. There was a positive shift in the number of teeanagers who reported agreeing a **lot** with the statement "I don't mind giving up some things in order to get other things that I really want", unique to Alberta (see Table 13).

TABLE 13

TEEN'S OPINIONS ABOUT ACHIEVEMENT

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
It feels really great when you finally get something you've worked hard for.				
AGREE A LOT	96	96	92	92
It feels great to succeed at something challenging.				
AGREE A LOT	92	92	91	87
There are very few things I can't do if I just put my mind to it.				
AGREE A LOT	51	54	48	48
Life's too short to waste time just hanging around.				
AGREE A LOT	62	66	56	64
To get what you want out of life you really have to work hard.				
AGREE A LOT	66	74*	67	74
I don't mind giving up some things in order to get other things that I really want.				
AGREE A LOT	43	50*	47	43

ATTITUDES TOWARD SELF

In many ways the AADAC campaign was aimed at getting teenagers to feel more positive about themselves and to give teens a greater understanding of the kinds of factors that influence them. Despite the fact that most teens do feel positive about themselves and do feel like they understand themselves, there were still some positive shifts on these two dimensions among Alberta teens as shown below.

SELF CARING AND UNDERSTANDING

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
I couldn't care less about myself.				
TRUE	5	2**	3	4
I understand myself.				
TRUE	94	97	96	92

TEENS' OPINIONS ON PARENTS

The first six items of Table 14 were not specifically addressed in the campaign communications although they were related to the overall campaign objectives. No significant shifts between 1981 and 1983 were observed on these measures.

That teenagers still love their parents even though they may disagree with them was addressed only in the 'Arm Wrestling' commercial, and did not result in any shifts in attitudes on this measure.

The 'Arm Wrestling', 'Winter Camping' and 'Ice Boating' commercials implied that parents can help their teens considerably, especially when the lines of communication are open. The last four statements shown in Table 14 which relate to these communications showed significant positive shifts among Alberta teens with no comparable improvements in the Manitoba sample.

TABLE 14

TEEN'S OPINIONS ON PARENTS

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
My parents don't seem to want me to grow up. DISAGREE A LOT	41	42	44	43
The way I relate to my parents keeps changing as I get older. AGREE A LOT	56	53	51	53
I don't need my parents as much anymore. DISAGREE A LOT	32	35	34	36
I'm growing up fast, but I still need some guidance to keep me from making some bad mistakes. AGREE A LOT	63	66	63	61
Even if I don't always agree with my parents I want to know what they think. AGREE A LOT	53	54	52	50
My parents respect my point-of-view, and listen to what I have to say. AGREE A LOT	43	43	43	44
Even when I disagree with my parents, I still love them. AGREE A LOT	89	91	85	82
Basically, as a teenager you're on your own -- your parents can't help much. DISAGREE	73	79*	75	75
My parents and I hardly ever talk about the things that are most important to me. DISAGREE	66	74*	65	70
I usually don't know what my parents expect of me. AGREE A LOT	8	5	6	9
When my parents and I don't agree, we try to reach a compromise. DISAGREE A LOT	9	4**	10	10

MOTHERS' OPINIONS ON TEENAGE INDEPENDENCE

One of the objectives of the AADAC campaign was to encourage parents to recognize their teens' struggle to achieve independence and to help their teens achieve it. However, this aspect of the objectives was only addressed directly in the television commercial 'Arm Wrestling' and in a couple of radio commercials. Table 15 suggests some improvement in parents' functioning in this regard but not a great deal.

Mothers were asked to indicate whether they placed **a great deal, a fair amount, not too much** or **hardly any importance** on various aspects of their teens' development. As shown in Table 15, the majority of mothers placed **a great deal** of importance on:

- being independent enough to express her/his own ideas even though others may not agree

- considering how her/his actions might affect others,

but there were no significant shifts on these items which address the campaign's concept on responsible independence.

In addition, there were no significant differences between 1981 and 1983 on a number of Agree/Disagree statements that related to teenage independence (see Table 15).

TABLE 15

MOTHERS' OPINIONS ON TEENAGE INDEPENDENCE

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
PLACE A GREAT DEAL OF IMPORTANCE ON:				
Being independent enough to express her/his own ideas even though others may not agree.	61	59	59	57
Considering how her/his actions might affect others.	63	60	56	61
AGREE/DISAGREE:				
We respect our child's point of view, and listen to what she/he has to say. AGREE STRONGLY	67	69	65	71
Parents should encourage teens to make most of their own decisions. AGREE STRONGLY	28	28	27	32
When teens question your judgement, you know they're rejecting you. DISAGREE STRONGLY	61	58	52	56
PROBABLE REACTION TO TEEN'S NEGLECT OF HOUSEHOLD DUTIES:				
Two-way discussion about how a family must help each other.	51	56	54	51
PUNISHMENT FOR BAD BEHAVIOUR:				
Get angry and shout. OFTEN	21	16	22	21
REWARD FOR GOOD BEHAVIOUR:				
Tell him that he's ready for more privileges and give him some. OFTEN/SOMETIMES	73	81*	70	75

However, there were some indications from Alberta mothers' perspective, of improved communications and a greater use of extended privileges as reward for good behaviour. When asked how they would handle a teenager who failed to completed assigned duties around the house, more Alberta mothers in 1983 than in 1981 indicated that they would involve their teen in a two-way discussion to come to some resolution about the neglected duties rather than giving up or restricting their teens' privileges. Furthermore, significantly fewer Alberta mothers reported getting angry and shouting when their teen misbehaved.

An increasing proportion of Alberta mothers indicated that they **often** or **sometimes** rewarded their teens' good behaviour with more privileges (i.e., greater independence). No significant shifts on these items occurred among Manitoba mothers.

PARENTS' ROLE IN TEENAGE DRINKING

Parents were asked to agree or disagree with a number of statements made about a parent's role in teenage drinking. It should be noted, that this was a topic addressed only in a number of the radio commercials targeted at the parents of teenagers. None of the AADAC television commercials addressed this topic directly.

As shown in Table 16, the majority of Alberta mothers disagreed strongly that giving advice to teenagers about drinking was a waste of time. Following the first two years of the campaign, fewer mothers felt that there was little a parent could do about teenage drinking and more felt that parents can influence teenage drinking by setting a good example. However, there was no significant improvement in the percentage of mothers who felt that their drinking behaviour would influence their child's drinking.

About a third of mothers felt that teenage drinking was simply a part of growing up, however, following the first two years of the AADAC campaign, fewer Alberta mothers thought that the best way for teenagers to learn how to handle drinking was for them to have some bad experiences with drinking.

The majority of mothers do not think that providing teenagers with a drink at home encourages them to drink outside the home.

TABLE 16

MOTHERS' VIEWS ON PARENTS' ROLE IN TEENAGE DRINKING

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
Giving teenagers advice about drinking is a waste of time				
DISAGREE STRONGLY	63	68	60	[67]
There is very little parents can do about teenage drinking				
AGREE	[24]	18*	24	22
Parents can influence teenage drinking by setting a good example				
AGREE STRONGLY	62	[67]	63	64
The way we handle alcohol and drugs will have a big effect on our child's drinking				
AGREE STRONGLY	66	68	66	70
Teenage drinking is a part of growing up				
AGREE	36	35	38	34
The best way for teenagers to learn about how to handle drinking is for them to have some bad experiences with drinking				
AGREE STRONGLY	[5]	2*	3	5
Offering teenagers a drink at home encourages them to drink outside the home				
DISAGREE	71	73	[75]	66*

TEENS' ATTITUDES TOWARDS DRINKING

Four closed-ended questions were used to quantify teens' overall attitudes toward drinking. Teens were asked to indicate how good an idea (from excellent to bad) it was to drink whenever a person felt:

- nervous or unhappy
- wanted to have a "good time" with friends.

Then they were asked either Agree or Disagree with the statements shown on the bottom of Table 17.

Overall attitudes towards the appropriateness of drinking under certain conditions did not shift over time in either Alberta or Manitoba. Although there was some improvement in the perception of alternatives to drinking in Alberta, significant shifts in these measures also occurred in Manitoba (see Table 17).

In summary, Alberta teens' overall attitudes toward drinking improved only slightly between 1981 and 1983. These improvements were not unique to Alberta.

TABLE 17

TEENS' ATTITUDES TOWARD DRINKING

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
Drink whenever a person feels nervous or unhappy.				
A BAD IDEA	61	59	59	62
Drink whenever you want to have a "good time" with friends.				
A BAD IDEA	41	40	38	43
When a person feels nervous or unhappy there are better things to do than drink, smoke or take drugs.				
AGREE A LOT	83	88*	75	82*
When a person wants to have a "good time" with friends, there are lots of better things to do than drink, smoke or take drugs.				
AGREE A LOT	78	82	76	82

One of the overall objectives of the campaign was to reduce perceived approval for teenage drinking by illustrating that teens don't have to drink or drink heavily to be accepted by their peers. This objective was achieved in Alberta. Significantly more Alberta teens in 1983 than in 1981 reported that their peers **strongly disapproved** of them drinking (**28%** versus 21%) in contrast with Manitoba where the equivalent percentages remained at 21% in 1983 and 22% in 1981.

There were no significant shifts in either Alberta or Manitoba in teens' perceptions of their parents' approval or disapproval about them drinking.

CHAPTER III:

CHANGES IN DRINKING AND DRUG USE

The study design documents changes among Alberta and Manitoba teenagers (12 - 17 years of age) between 1981 and 1983. Over this period of time a number of significant positive shifts occurred in the drinking and drug use patterns in Alberta in comparison with less pronounced positive trends in Manitoba.

This chapter documents positive changes in Alberta in contrast with Manitoba, while the next chapter considers alternative explanations for why the differences between the two provinces have occurred.

Changes in drinking are presented and discussed in terms of AADAC's long term campaign objectives regarding teenage drinking and drug use.

PREVALENCE OF DRINKING

While the prevalence of drinking remained relatively constant in Manitoba, there was a significant drop in the proportion of Alberta teens who qualified as **drinkers,** especially among boys (had a drink 3 or more times in their life and had 1 or more drinks during past the 6 months - see Table 18 and 19).

This shift in self reported prevalence of drinking coincided with changes in mothers' perceptions of their teens' involvement in drinking. Significantly, more Alberta mothers in 1983 reported that their teenager did not drink, in comparison with 1981, while this measure remained unchanged in Manitoba (Table 18).

TABLE 18

INCIDENCE OF DRINKING

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
TEENS' SELF REPORTED DRINKING:				
Never had a drink.	26.6	32.0	36.5	32.6
Had a drink on less than 3 occasions.	9.5	9.4	8.0	11.6
Drank more than 3 times but none in past 6 months.	8.4	10.5	7.0	9.4
Drank more than 3 times and had 1+ drinks in the past 6 months (Drinkers).	55.4	48.0*	48.5	47.4
MOTHER'S PERCEPTION:				
My teenager does not drink.	46.1	54.4*	54.2	53.2

TABLE 19

INCIDENCE OF DRINKERS BY AGE AND SEX

		BOYS				GIRLS			
			AGE				AGE		
	TOTAL (450) %	TOTAL (225) %	12-13 (75) %	14-15 (75) %	16-17 (75) %	TOTAL (225) %	12-13 (75) %	14-15 (75) %	16-17 (75) %
ALBERTA									
1981	55	58	33	55	83	53	27	56	75
1983	48*	49	22	52	72	47	21	47	74
	(300) %	(150) %	(50) %	(50) %	(50) %	(150) %	(50) %	(50) %	(50) %
MANITOBA									
1981	49	48	19	53	71	49	20	55	70
1983	47	44	17	38	78	51	25	48	78

NOTE: Sample sizes are approximate.

In contrast with Manitoba, the percentages of Alberta teens who reported never having had a single alcoholic drink increased from 27% to 32% (Table 20). This reduction in the prevalence of beginning to drink occurred mostly among younger teens (12 to 13), especially girls, suggesting either delay in the onset of drinking or reduced interest in drinking (Table 26). Delay appears to be the most appropriate descriptor since more Alberta teens in 1983 than 1981 who had not tried drinking thought they would drink later in life (49% versus 38%, based on those having consumed none or less than 3 drinks, ever). More of these Alberta teens in 1983 than 1981 simply reported they were too young to drink (14% versus 5%**) and that their parents disapproved of them drinking (13% versus 7%*).

Among those Alberta teens who thought they would drink later in life, most gave normative reasons (e.g., social customs, "everyone does when they get older" - see Table 21). However, there appears to be some increase in mentions of moderation themes in 1983 in comparison with 1981 (see Table 21).

TABLE 20

INCIDENCE OF NEVER DRINKING BY SEX AND AGE

		BOYS				GIRLS			
			AGE				AGE		
	TOTAL (450) %	TOTAL (225) %	12-13 (75) %	14-15 (75) %	16-17 (75) %	TOTAL (225) %	12-13 (75) %	14-15 (75) %	16-17 (75) %
ALBERTA									
1981	27	25	45	26	7	28	49	23	12
1983	32	30	55	24	12	34	63	30	8
	(300) %	(150) %	(50) %	(50) %	(50) %	(150) %	(50) %	(50) %	(50) %
MANITOBA									
1981	37	36	67	30	13	37	65	28	19
1983	33	37	62	40	8	29	63	17	9

NOTE: Sample sizes are approximate.

TABLE 21

REASONS FOR DRINKING LATER IN LIFE

	ALBERTA	
	1981 (61) %	1983 (93) %
Social custom/drinking fits in society.	36	15**
Most adults do/everyone does when they get older.	23	28
May have the odd drink.	8	4
May have a few drinks but don't want to drink alot.	0	19**
Occasionally to celebrate.	0	17
Don't know.	20	5**

NOTE: Other mentions were given by less than 4% of respondents.

AGE OF ONSET

As shown below there appears to be a trend toward delay of onset of drinking - one of the AADAC campaign objectives, although these trends were not statistically significant.

MEAN AGE AT FIRST DRINK

	ALBERTA		MANITOBA	
	1981 %	1983 %	1981 %	1983 %
Had 3+ drinks, but none in past 6 months.	(38)	(48)	(21)	(29)
	11.3	11.6	13.0	12.5
Had 3+ drinks and 1+ in past 6 months.	(250)	(219)	(145)	(147)
	12.2	12.5	12.7	12.7

FREQUENCY AND QUANTITY OF DRINKING

Among teenage **drinkers,** the frequency with which they had consumed alcoholic beverages with their parents and without their parents during the past six months and the average number of drinks they had per occasion were recorded. As shown in Table 22, no significant shifts occurred between 1981 and 1983 in either Alberta or Manitoba although there was a trend in both provinces toward less frequent drinking without parents.

However, there was a significant drop in the frequency of drunkenness among Alberta teenagers while no similar significant shift occurred among Manitoba teenagers. These findings suggest some moderation in drinking among Alberta teens. This finding conforms with the results which indicate a large number of Alberta teens who reported that they would like to drink less than they currently do (see Table 22).

TABLE 22

FREQUENCY AND QUANTITY OF DRINKING[1]

	ALBERTA		MANITOBA	
	1981 %	1983 %	1981 %	1983 %
Mean number of times drinking in past 6 months	(250)	(219)	(145)	(147)
with parents	5.4	4.0	5.0	6.0
without parents	10.4	8.9	16.6	11.4
Mean number of drinks per occasion	(195)	(173)	(113)	(113)
with parents	1.8	1.7	1.8	1.7
	(208)	(180)	(125)	(114)
without parents	3.4	3.6	3.8	3.9
Mean number of times drunk in past year	(250)	(219)	(145)	(147)
	8.7	5.9	7.7	6.1
Would like to drink less				
OFTEN/SOMETIMES	26	36*	36	26

[1] Among DRINKERS

DRINKING CONTEXTS

As shown in Table 23, the contexts in which Alberta teenagers consumed alcoholic beverages showed little change over time. However, there was a tendency for the proportion drinking "Most of the time" in each of the unsupervised settings to decrease. A continued reduction in unsupervised drinking would be a positive outcome in line with the AADAC campaign objective of insulating teenagers from serious lasting consequences of drinking.

PROBLEM CONSEQUENCES OF DRINKING

Again in 1983, most Alberta teens did not suffer problem consequences as a result of drinking of the nature described in Table 24. Between 1981 and 1983 there was an encouraging decrease in the number of Alberta teenagers who reported problems with the police as a result of drinking.

TABLE 23

DRINKING CONTEXTS

	ALBERTA		MANITOBA	
	1981 (250) %	1983 (219) %	1981 (145) %	1983 (147) %
DRINK "MOST OF THE TIME":				
At teen parties when others are drinking and no adults are present	33	27	34	36
At home on special occasions	25	21	23	22
At places where teenagers hang around with no adults present	12	7	10	10
At a school activity (dance/sports) with no adults present	7	5	6	8
At dinner at home with family	2	4	5	2
Alone, with no one else present	2	-	2	2
In a car at night	2	1	5	1*

TABLE 24

PROBLEM CONSEQUENCES OF DRINKING

	ALBERTA		MANITOBA	
	1981 (250) %	1983 (219) %	1981 (145) %	1983 (147) %
NONE IN PAST YEAR:				
Trouble with parents or family	69	70	70	67
Difficulties with friends	83	81	76	76
Criticized by boy/girlfriend	88	88	82	87
Trouble with teachers/principal	96	97	94	97
Trouble with police	88	94*	92	93
Driven after having "a good bit to drink".	84	89	86	84

OTHER DRUG USE

There were highly significant reductions in the prevalence of cigarette and marijuana use among Alberta teens between 1981 and 1983. Similar although less pronounced shifts also occurred among Manitoba teens (see Table 25). Furthermore, frequent marijuana use declined significantly among Alberta teens only.

The use of other drugs remained relatively stable in Alberta over the past two years.

SUMMARY

The findings reported in this chapter indicated a number of significant positive improvements among Alberta teens in terms of drinking, cigarette smoking and drug use coincident with AADAC's prevention campaign. These changes were also accompanied by a general reduction in deviant behaviour among Alberta teens while no significant shift occurred in Manitoba (deviant behaviour scale scores of 4.5 versus 3.7 in Alberta and 4.5 versus 4.6 in Manitoba - 1981 and 1983, respectively).

TABLE 25

OTHER DRUG USE

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
IN PAST MONTH:				
Smoked no cigarettes.	72	81**	70	76
Smoked a pack or more per day.	4	2	3	2
IN PAST 6 MONTHS:				
Smoked no marijuana.	75	85**	75	82
Smoked marijuana "often".	7	2**	6	4
Used no hallucingens.	94	95	94	97
Used no amphetamines.	95	95	93	93
Used amphetamines "a few times" or "often".	2	2	1	5**
Used no barbituates.	99	98	97	98
Used no cocaine.	96	97	96	98
Used no heroin.	99	99	97	100**

CHAPTER IV:

WHY HAVE THESE POSITIVE CHANGES OCCURRED?

The previous chapter documents more positive changes and trends in teenage drinking and drug use in Alberta than in Manitoba over the same time frame and using the same measures. The question is: why have these improvements been stronger in Alberta?

This chapter examines and rejects a number of alternative hypotheses and concludes that the AADAC campaign is largely responsible for the positive results:

H 1: The cost of alcoholic beverages increased faster in Alberta than Manitoba, thus dampening demand.

NOT SUPPORTED If anything, the cost of alcoholic beverages increased faster in Manitoba than Alberta between 1981 and 1983.

CANADIAN PRICE INDEX
- COST OF ALCOHOLIC BEVERAGES -

	SEPTEMBER		
	1981	1983	CHANGE
Calgary	106.4	129.7	+23.3
Edmonton	105.4	133.8	+28.4
Winnipeg	102.2	138.4	+36.2

H 2: Disposable income among teenagers dropped faster in Alberta than Manitoba, thus reducing the money available to buy alcohol.

NOT SUPPORTED The amount of spending money showed similar declines in both Alberta and Maritoba. Furthermore, the '81 and '83 levels of spending money were similar between provinces.

SPENDING MONEY PER WEEK

	ALBERTA		MANITOBA	
	1981	1983	1981	1983
Spending money per week (mean $'s).	11.95	8.70**	11.32	8.81**
Standard Error.	.51	.32	.60	.41

H 3: The economic downturn has been more pronounced in Alberta than Manitoba, forcing more marginal families (with more drug and alcohol problems) to leave the province.

EQUIVOCAL SUPPORT

There was a significant drop in the percentage of Alberta families interviewed in 1983 who had been in the province less than 2 years, as shown below. However, the drop was only 2% of the sample and still the vast majority of the Alberta families in each wave had been in the province over 5 years (88% and 91%).

	ALBERTA		MANITOBA	
	1981 (451) %	1983 (456) %	1981 (299) %	1983 (310) %
TENURE IN PROVINCE				
Less than 2 years	3	1	1	1
Over 5 years	88	91	96	93

As for families with drug and alcohol problems, the study was not specifically designed to measure the prevalence of such families although measures of parental drinking were recorded.

While Table 26 shows a significant reduction in the frequency of drinking by Alberta fathers and a significant reduction in the average quantity consumed by Alberta mothers, the following chart shows that significantly more Alberta mothers reported drinking in 1983 than in 1981.

PARENTAL DRINKING

	ALBERTA		MANITOBA	
	1981 %	1983 %	1981 %	1983 %
MOTHERS:	(451)	(456)	(299)	(310)
Ever	81	85	81	82
Past month	71	76	70	69
FATHERS:	(185)	(185)	(83)	(104)
Ever	84	87	86	88
Past month	77	78	82	80

TABLE 26

FREQUENCY AND QUANTITY OF PARENTAL DRINKING

	ALBERTA		MANITOBA	
	1981 %	1983 %	1981 %	1983 %
Mean number of days in past month when alcohol was consumed				
Mothers	(366) 6.5	(389) 5.9	(243) 6.2	(254) 5.4
Fathers	(152) 11.0	(161) 8.2	(71) 9.6	(91) 9.2
Mean number of drinks per occasion				
Mothers	(325) 2.1	(347) 1.9	(215) 2.3	(215) 2.1
Fathers	(144) 2.4	(147) 2.5	(69) 2.5	(84) 2.6

If anything, moderation in parental drinking in Alberta could be viewed as a consequence of the AADAC campaign.

H 4: The positive findings can be attributed to the AADAC campaign

SUPPORTED: There are several sources of support:

1) Other reasonable hypotheses have been ruled out.

2) The findings are consistent with campaign objectives and messages which were received positively by most teens and many parents.

APPENDIX A:

CAMPAIGN TELEVISION COMMERCIALS

I N D E P E N D E N C E

"Hockey"

—VIDEO—	—AUDIO—
Boy quietly leaving house, early in the morning.	*Sfx:* *Alarm clock. Envir. Sfx. Throughout.*
Walks out across lawn with his hockey equipment.	*Boy v/o:* *Well...yesterday I turned eighteen. I still feel the same, but some things have changed. I'm legal to drink now. I'm glad I didn't overdo it with the booze last night. This is an important practice. I guess that's what it's all about. Keeping your priorities straight. So I can go into a bar now. It's not going to change my life.*
Meets friends in pick-up truck.	*(off camera)* *Male live:* *Hey...he's on time!*
Freeze on boy's face as he tosses his gear into truck.	*Annc'r:* *Make the most of a good thing. Make the most of you.*
Super: Make the most of a good thing. You. AADAC logo.	

I N D E P E N D E N C E

"Skydive"

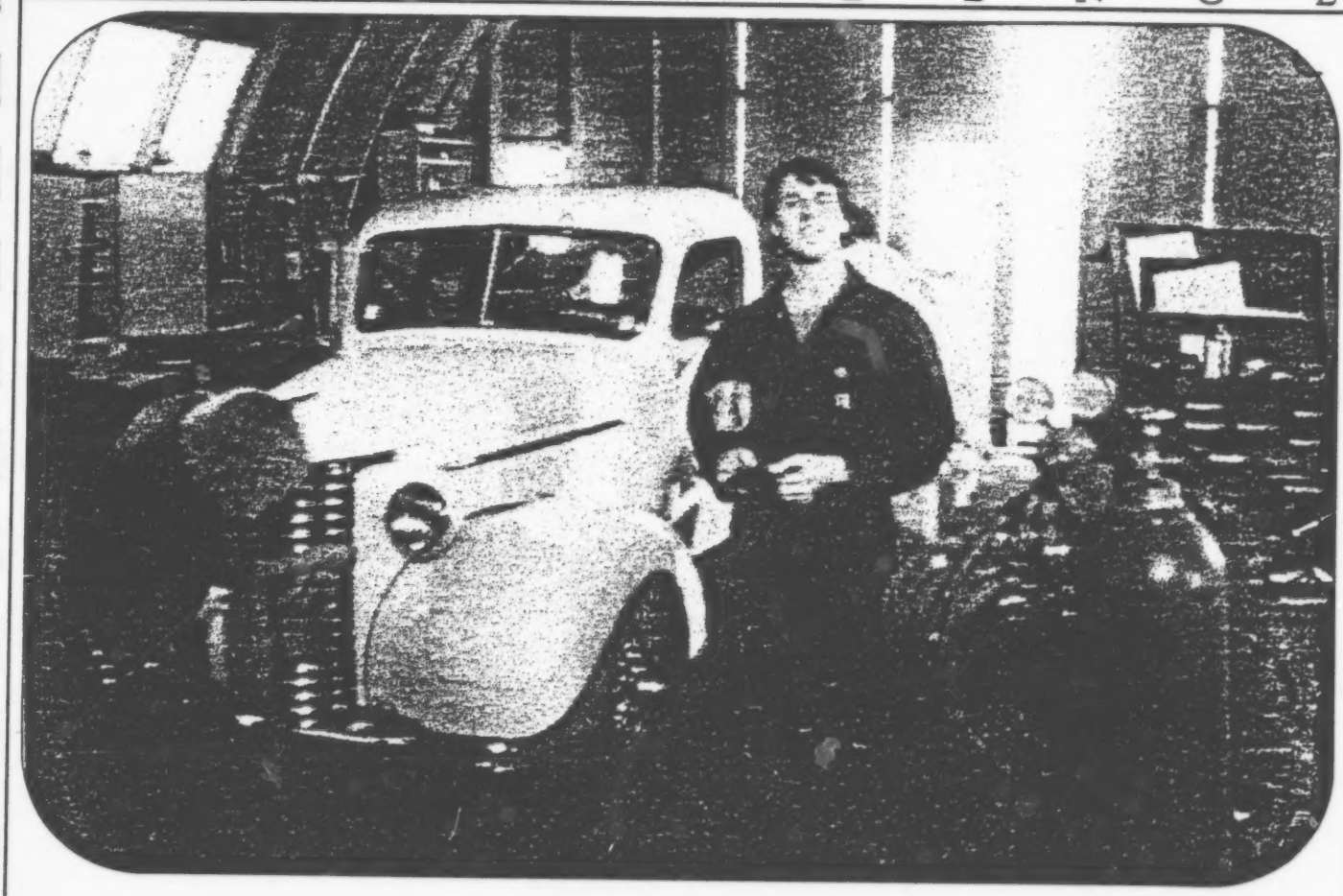
—VIDEO—	—AUDIO—
Spot opens with group of teenagers around front of late-night convenience store.	Girl v/o: *Mostly we hang around a lot. Just talk...but what I really like is when we decide to do something different...not just party stuff.*
They are talking, passing time, being cool.	*I mean, we won't be together forever. The things you do now, should be more special than Friday night and a case of beer.*
To CU couple of the group, then one girl.	Male v/o: *We're up next.*
Match dissolve to girl at parachute drop zone with some of same teenagers.	Girl v/o: *Usually, I'm such a chicken. I can't imagine I'm doing this.*
Pullback to reveal that they are preparing to make a jump.	Annc'r: *Make the most of a good thing. Make the most of you.*
Follow girl through jump sequence. To open canopy. Freeze.	
Super: Make the most of a good thing. You. AADAC logo.	

I N D E P E N D E N C E

"Horse"

—VIDEO—		—AUDIO—
Country home setting. Young girl runs out to take delivery of a horse.	*Man*	*Hi, how are you?*
Horse is led out of trailer by older man as girl and parents look on, girl occasionally and somewhat cautiously giving a hand.	*Girl:*	*It took a long time to save for this, working at the store on Saturdays, cleaning out the stalls after school.*
She admires the animal, clearly awed by her new purchase.	*Man*	*Come around here.*
Girl climbs up on horse, mother puts hat on her head.	*Girl:*	*Some of my friends thought I was crazy. I guess I did miss a few parties. But I knew what I wanted.*
Super: Make the most of a good thing. You. AADAC logo.	*Annc'r:*	*Make the most of a good thing. Make the most of you.*

I N D E P E N D E N C E



"Old Cars"

—VIDEO—	—AUDIO—
CU old car on bulletin board. Hand points it out.	*Bill v/o:* *A few years ago, I got this old car for my birthday. It hadn't run for years so I brought it down here... to the mechanics club...and fixed it up. I was still too young to drive so I sold it, then...with the money I earned...I bought another junker. Rebuilt it top to bottom. It really paid off.*
Hands pull photo of fixed up car with "for sale" sign out of wallet.	
Shows second car photo.	
Widen to reveal boy with group of friends around car.	
One of friends throws rag at Bill.	
Bill looks at camera – laughs. Freeze frame.	*Bill o/c:* *I'm 18 now. I think I've learned a lot about cars.*
Super: Make the most of a good thing. You.	*Male:* *The time you spend here...I hope you've learned something!*
AADAC logo.	*Annc'r:* *Make the most of a good thing. Make the most of you.*

I N D E P E N D E N C E

"Driving Lesson"

—VIDEO—	—AUDIO—
This spot is built around the idea of a sixteen-year-old taking his driver's test.	
He is seen parallel parking car.	
We follow boy through his test,	
and share his anticipation as unsmiling tester tallies the results of his efforts.	
Tester gives boy "OK" sign, and both break into big smiles.	
Freeze.	
	Boy v/o: Getting your driver's license is like...a ritual.
	Two guys I know flunked out... acted like it was a joke.
	Another guy had an accident on the way home from a party... they took his license away.
	My parents say it depends on me how often I can have the car. I've got to be responsible for myself and my friends.
	Hey I can handle it!
Super: Make the most of a good thing. You. AADAC logo.	*Annc'r: Make the most of a good thing. Make the most of you.*

"Bikes"

——VIDEO——	——AUDIO——
Two sisters, one about fifteen and the other about five, are pedalling their bikes along a quiet residential street.	
The younger girl is riding a smaller two-wheeler with huge training wheels, and is trying very hard to emulate the moves of the older sister. She signals her turns at the same time, keeps pace by standing up to pedal, etc.	*Sfx:* *Song – Bob Dylan's "Forever Young"*
Finally, they come to a stop sign. As the older girl puts her leg down to support the bike, the little sister sticks her leg way out, tipping her bike onto one of the training wheels so her foot can touch the ground.	*Annc'r:* *You're more than just a person... You're the person someone else wants to be.*
Super: AADAC logo.	

"Arm Wrestling"

—VIDEO—	—AUDIO—
A father and son are arm wrestling. It's a fun-on-a-bet kind of thing, but their intent facial expressions indicate that there is a strong underlying element of competitiveness too.	*Sfx:* *App. song – Crosby, Stills, Nash and Young's "Teach Your Children"*
In the end, the son wins, and both quietly acknowledge the moment, exchanging glances and a smile. Camera pulls back as family applauds and younger daughter moves in to challenge dad.	*Annc'r:* *Just because your kids have started to challenge you, doesn't mean they've stopped loving you...or needing you just as much as ever.*
Super: AADAC logo.	

C O R P O R A T E

AADAC

—VIDEO—

Interchanging cuts and dissolve to black and white stills and footage of scenes showing addiction in historical context.

Stiffly posed family portraits, Salvation Army wagons, drunks in the street.

Rumrunners during Prohibition, saloons, temperance union marches and speeches.

Pace of cuts gradually increases as complexity of world increases. Marilyn Monroe, rebel without a cause mentality. Fifties juxtaposed with naive faces. Element of colour is introduced in pale flashes. Sixties peace, love and drugs. Colour heightens to psychedelic.

Social commentary continues, interspersed with shots of family influences (role modelling situation) and peer groups interacting.

Influence of modern technology as colour becomes crystal clear; man landing on moon, urban congestion and other aspects of contemporary society.

Images gradually become pure, abstract colour, which polarizes and finally bleaches out, leaving AADAC logo.

—AUDIO—

Annc'r: In the past society's attitudes have been that, addiction was a thing to be denied, that use of alcohol and drugs should be prohibited, that addiction problems should be ignored or protected from discovery.

And the problems have continued to grow.

In recent years, we've begun to look at things differently, to realize that the solutions, like the problems, will be complex and take time.

We're looking at the causes as well as the effects,

the influence of family, of friends, of availability, of growing pressures of living in our increasingly complex world.

There are no pat answers, no ready solutions to this age-old problem, but by bringing it out into the open, by looking at the total picture, we can see the way to new approaches and new solutions.

Aadac. We're looking at old problems in a new light.

West-Can Communications Ltd.

TV Copy

CLIENT AADAC - WINTER CAMPING DATE February 19, 1982 JOB NO. E81-41-1286

ADC-TV-82-009:30E CRTC-3607-099 TCO-2061-82E

VIDEO	AUDIO
MEDIUM LONG SHOT OF WINTER SCENE. A GROUP OF YOUTHS ARE STRIKING UP WINTER CAMP.	KID: We've been planning this trip for a long time.
CUT TO CLOSE-UP OF GIRL IN WINTER GEAR FACING CAMERA.	I wan't sure my parents would go along with the idea.
CUT TO FLASHBACK. M.C.U. GIRL WITH PARENTS STUDYING ROUTE MAP IN FAMILY ROOM.	But when they saw we had everything planned real well, they agreed with me.
CUT TO OUTSIDE SHOT LOADING TRUCK WITH CAMPING GEAR. FATHER GIRLS GIRL SLEEPING BAG.	FATHER: Bye Bye take care. KID: I will.
CUT BACK TO WINTER SCENE GIRL IS UNHITCHING A ROPE.	The more I let my parents in on what I want to do, the more they let me do it. They know I've though things through and that I'm responsible. So they let me have my independence.
EXTRA LONG PULL BACK SHOWS WINTER CAMPERS SURROUNDED BY VAST WINTER LANDSCAPE.	It really feels great.
SUPER AADAC LOGO.	Make the most of a good thing. Make the most of you.

West-Can Communications Ltd.

TV Copy

CLIENT AADAC ICE YACHT DATE February 19, 1982 JOB NO. E81-41-1285
ADC-TV-82-010:30E CRTC-3607-010 TCO-2062-82E

VIDEO	AUDIO
MEDIUM SHOT LONG, OUTDOOR- FATHER AND SON ARE STANDING NEXT TO ICE YACHT.	KID: Everybody likes to try something a little different.
CUT TO FLASHBACK WORKSHOP SCENE. M.C.U. FATHER AND SON ARE WORKING ON ICE YACHT.	I got into this with my dad. You know, just hanging round, helping out. When I got serious about racing myself, he was a little worried I think.
CUT TO M.C.U. ICE YACHT RACING ACROSS THE ICE. WIDE ANGLE SHOT TO COCKPIT VIEW OF ICE YACHT GLIDING ACROSS ICE AT SPEED.	But we're pretty close and by now, he's gotta know I can handle myself.
LONG SHOT OF ICE YACHT CROSSING FINISH LINE AT SPEED.	The thing is ... I've found that the more I get my parents involved in what I want...the more I get to do what I want.
CUT TO CLOSE UP FATHER CONGRATULATING SON ON A GOOD FIRST EFFORT.	Make the most of a good thing. Make the most of you.
SUPER AADAC LOGO	

West-Can Communications Ltd.

TV Copy

147-82-2

CLIENT AADAC 30" PEER GROUP TELEVISION DATE JUNE 25, 82 JOB NO. E82-41-

VIDEO	AUDIO
TITLE: WHEELS	
(FAST CUTS BETWEEN A TIGHT SHOT OF A WHEEL, AND A RUNNER'S FEET)	VOICES OVER CAR RADIO SFX. RUNNER: OH, OH HEY WHAT? LOOK AT THAT FOOL.... HA HA....
	HEY IT'S AL.... I DIDN'T KNOW HE WAS INTO JOGGING.
CUT TO E.C.U. RUNNERS FACE	SO THAT'S WHY HE TOOK OFF SO EARLY LAST NIGHT.
CUT TO WIDE ANGLE, AERIAL SHOT OF LONELY COUNTRY LANE. RUNNER IS BEING PERSUED BY CAR.	
	YEAH... WE SURE GAVE HIM A HARD TIME... BUT I GUESS HE'S REALLY SERIOUS ABOUT GETTING INTO SHAPE.
	WELL, HE SHOULD'A' TOLD US.
CUT TO LONG SHOT, CAR IS CATCHING UP TO RUNNER	I THINK HE DID. I JUST DON'T THINK WE WERE LISTENING.
	LOVE THOSE LEGS, AL!
CUT TO CAR FULL OF KIDS AS THEY PULL UP TO RUNNER AND CHEER HIM ON.	SFX. MUSIC. WE'LL GET BY WITH A LITTLE HELP FROM OUR FRIENDS.
SUPER: AADAC LOGO	

West-Can Communications Ltd.

TV Copy

CLIENT AADAC 30 sec PEER T.V. DATE AUG 16th 1982 JOB NO.

VIDEO	AUDIO
TITLE: DRIVE-IN	
E.C.U. MALE EATING POPCORN.	MOVIE SOUND EFFECTS & MUSIC MALE V.O. USED TO BE WHEN I GOT PRESSURE FROM MY FRIENDS I'D JUST GO ALONG WITH WHAT THEY'D WANT TO DO.
PULL BACK TO SHOW GIRLFRIEND	LIKE TONIGHT THEY WANTED ME TO GO DRINKING WITH THEM, BUT I DECIDED TO BRING CATHY TO THE DRIVE-IN INSTEAD.
CUT TO MEDIUM SHOT. BACK VIEW OF BOY AND GIRL LOOKING AT MOVIE SCREEN.	YOU KNOW, IT REALLY MAKES ME FEEL GOOD TO KNOW THAT I'VE GOT A MIND OF MY OWN...
CUT TO SIDE VIEW OF HEADS... POPCORN HITS BOY ON HEAD.	AND MY FRIENDS RESPECT ME FOR THAT NOW! INSTEAD OF ME ALWAYS DOING WHAT THEY WANT..... SOMETIMES THEY'RE LOOKING TO ME FOR IDEAS.
FAST PULL BACK TO SHOW CAR LOAD OF JEERING FRIENDS PARKED BESIDE THEM.	CATHY: I WONDER WHO'S IDEA THIS WAS.
SUPER AADAC LOGO	FEMALE SINGER: YOU'LL GET BY WITH A LITTLE HELP FROM YOUR FRIENDS.

West-Can Communications Ltd.

TV Copy

CLIENT AADAC: 30 sec PEER T.V. DATE AUG 16th 1982 JOB NO.

VIDEO	AUDIO
TITLE: HIGH JUMP	
SLOW MOTION, FULL LENGTH SHOT GIRL LIMBERING UP FOR HIGH JUMP.	FEMALE V.O. IF I LOOK AT THEM NOW I KNOW I'LL BLOW IT....
(NORMAL SPEED) CUT TO MIXED GROUP OF YOUTHS LOOKING APPREHENSIVE FROM SIDE-LINES.	MY FRIENDS DIDN'T ALWAYS UNDERSTAND WHAT I WANTED TO DO.....
CUT TO GIRL STARTING RUN	BUT HEY THERE'S A LIMIT.
	* MUTED SOUND OF FOOT STEPS.
CUT TO GROUP WITH ALL THEIR ATTENTION ON GIRL WHO IS ABOUT TO JUMP.	THEY'VE GOTTA KNOW I CAN'T DO THIS AND PARTY EVERY NIGHT, TOO.
GIRL CLEARS BAR (SLOW MOTION)	BUT, I'M SURE GLAD THEY CAME OUT TODAY. IT'S TIMES LIKE THIS WHEN YOU REALLY KNOW WHO YOUR FRIENDS ARE.
	* SOUND EFFECTS, RUSH OF CHEERING FROM CROWD.
CROWD IS ECSTATIC.	
CUT TO GIRL AND GROUP HUGGING.	
	AND LETS FACE IT I NEED ALL THE SUPPORT I CAN GET.
SUPER AADAC LOGO	MUSIC, WE'LL GET BY WITH A LITTLE HELP FROM OUR FRIENDS.

West-Can Communications Ltd.

TV Copy

CLIENT AADAC 30"! PEER T.V.
TITLE: SUMMER OF '82 DATE AUGUST 16th 1982 JOB NO.

VIDEO	AUDIO
(1) DISSOLVE INTO WHITE ON BLACK GRAPHIC READING: SUMMER OF '82 DISSOLVE TO BLACK.	MUSIC AND SOLO FEMALE VOCAL IN: "LAST SUMMER WAS THE BEST I'VE EVER HAD."
(2) DISSOLVE INTO: MEDIUM-LONG EARLY MORNING SHOT OF THREE 16 YR. OLD GIRLS INTRODUCING THEMSELVES TO GIRL #1 DISSOLVE TO:	"FOUND SOME NEW FRIENDS WHO GAVE ME A SUNRISE."
(3) CLOSE-UP OF SAME GIRLS IN RESTAURANT. GIRL #1 OFFERS SOME OF HER DESSERT TO ANOTHER GIRL. DISSOLVE TO;	"DISCOVERING...."
(4) CLOSE-UP PF GIRL #1 TRYING ON NEW PAIR OF JEANS IN STORE. OTHER GIRLS SHOW APPROVAL. DISSOLVE TO:	"....A WORLD I HADN'T KNOWN"
(5) CLOSE-UP OF GIRLS #1 & 2 IN CANOE. CANOE TIPS, CAMERA PULLS BACK TO SHOW THEY WERE ONLY SIX FEET FROM SHORE. DISSOLVE TO:	"THROUGH THESE FRIENDS I LEARNED TO OPEN."...
(6) CLOSE-UP OF GIRL #1 ON BEACH, DRYING HERSELF OFF. GIRL #3 GIVES HER A DRY SWEATSHIRT TO WEAR. DISSOLVE TO:	"...UP...MY...EYES."
(7) THE FOUR GIRLS PUSHING STALLED CAR ALONG SHOULDER OF ROAD INTO JASPER. DISSOLVE TO:	"I'M NOT THE SAME PERSON I USED TO BE".
(8) MEDIUM-SHOT OF GIRLS SITTING IN FRONT OF TENT, TIRED AND GRUBBY BUT VERY HAPPY, WHILE SUN SETS IN BACKGROUND.	"MY FRIENDS HELPED ME DISCOVER A WHOLE NEW ME."
(9) CAMERA ZOOMS IN ON GIRLS. SUPER: AADAC WE'LL GET BY WITH A LITTLE HELP FROM OUR FRIENDS.	I'LL GET BY WITH A LITTLE HELP FROM THESE FRIENDS OF MINE."

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TV Copy

TITLE: SUMMER OF '82

CLIENT _____ DATE _____ JOB NO. _____

VIDEO	AUDIO
NOTE: GIRL #1, IN SCENE 2, ADOPTS THE APPEARANCE (HAIR & CLOTHES) OF OTHER GIRLS GRADUALLY THROUGH COMMERCIAL. I.E. SCENE 2: WEARING SUMMER DRESS, WITH HAIR UP, NO TAN. SCENE 9: JEANS & T.SHIRT, HAIR DOWN, TANNED.	NOTE: AMDIENT DIALOGUE AND SOUND EFFECTS IN BACKGROUND OF SCENES

West-Can Communications Ltd.

TV Copy

CLIENT AADAC 30 sec PEER T.V. DATE AUG 16th 1982 JOB NO. _____

VIDEO	AUDIO
TITLE: WINTER PARTY	ROCK & ROLL MUSIC IN....
WIDE SHOT OF BUSH PARTY SCENE:	MALE VOICE OVER: GOTTA GO. SURE WISH I DIDN'T HAVE TO GO TO WORK TONIGHT...BUT IF I'M LATE I COULD LOSE MY JOB. I FEEL LIKE A JERK.
CUT TO YOUTH LEANING AGAINST BOOGIE VAN. SLOW ZOOM IN ON FACE. YOUTH IS LOOKING UNHAPPY.	THEY WANT ME TO DO WHAT THEY'RE DOING.....
	IF I DO WHAT THEY WANT ME TO DO I REALLY WILL BE A JERK...AN OUT OF WORK JERK.
	AW, I THINK THEY'LL UNDERSTAND.
CUT TO MEDIUM SHOT. YOUTH GRABS HIS JACKET AND TALKS TO GROUP.	V.O.C.1 "HEY, GOTTA GO,"
	FEMALE V.O.C.2 "YEAH YOU'RE GOING TO BE LATE FOR WORK, YOU JERK".
YOUTH BEINGS TO LAUGH, WAVES GOODBYE WALKS AWAY FROM GROUP.	V.O.C.3 "YEAH, SEE YOU LATER."
	V.O.C.4 "TAKE IT EASY MAN". "SEE YOU TOMORROW".
SUPER AADAC LOGO	MUSIC, WE'LL GET BY WITH A LITTLE HELP FROM OUR FRIENDS.

APPENDIX B:

AGREE/DISAGREE
STATEMENTS NOT INCLUDED

Being independent requires a lot of "know-how".

Being independent means doing whatever you want all the time.

People are hardly ever influenced by those around them.

Kids my age often feel awkward around people they don't know.

My parents don't always seem to know what they expect of me.

Teenagers hardly ever uqestion their parents' beliefs.

Things often look worse than they really are.

Most things I want will just come my way without a lot of effort.

Hardly any kids my age get scared about doing new things.

It is best to avoid trying new things that make you nervous.

It's good to try to do new things - even if they're scary at first.

I should try more new activities.

People hardly ever do everything.

Hardly any kids my age get scared about doing new things.

It is best to avoid trying new things that make you nervous.

Things often look worse than they really are.

It's good to try to do new things - even if they're scary at first.

I should try more new activities.

People hardly ever do everything right the first time.

APPENDIX C:

1983 RECORD
OF CONTACTS

1983 RECORD OF CONTACTS

	ALBERTA	MANITOBA
Total Attempts	5547	5403
No one at home	2997	3161
Total Homes Contacted	2550	2242
Refused interview	335	265
No teen 12-17	1675	1620
Occupation Disqualification	14	6
Less than 1 year in province	4	3
Age or sex quota filled	42	30
Total Interviews Conducted	480	318
Incomplete	24	8
Total Interviews Completed	456	310